



**BRAND GUIDELINES.**

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# THE BRAND.

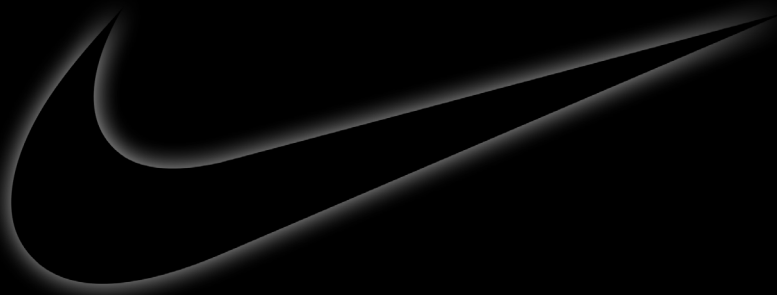
Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. Our company is headquartered near Beaverton, Oregon, in the Portland metropolitan area.

We are the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of \$24.1US billion in the year 2012 (ending May 31, 2012). As of 2012, it employed more than 44,000 people worldwide. In 2014 we were valued at \$19 billion, making it the most valuable brand among sports businesses. As of 2017, our Nike brand is valued at \$29.6 billion. We were ranked No. 89 in the 2018 Fortune 500 list of the largest United States corporations by total revenue.





# THE LOGO.



The Swoosh is the logo of American sportswear designer and retailer Nike. Today, it has become one of the most recognizable brand logos in the world, and the most valuable, having a worth of \$26 billion alone.

Bill Bowerman and Phil Knight founded Nike on January 25, 1964, as Blue Ribbon Sports (BRS). Upon changing its name to Nike, Inc. on May 30, 1971. Nike adopted the Swoosh as its official logo the same year. Carolyn Davidson, a student at Portland State University during the time taught there, created the logo, attempting to convey motion in its design.



# LOGO ALTERNATIVES.



1971



1978



1985



2002







# TYPEFACE.

## FUTURA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

The font that stands behind this brand is the Futura Condensed Extra Black that was done by Paul Renner. Futura is more or less a commercial typeface. The typeface now is also known as the Nike Font as it got so popular.

Futura has a powerful design that you can see right away. It is used for branding elements together with the logo the font while also sending a message towards our viewers.





# COLOUR.



HEX : FFFFFFFF  
RGB : 255, 255, 255  
CMYK : 0, 0, 0, 0



HEX : 000000  
RGB : 0, 0, 0  
CMYK : 0, 0, 0, 100

The colours black and white shows clarity and simplicity. We are not complex and intricate. Both BLACK and WHITE resonate with our message throughout various platforms. Strong, bold and familiar, yet pure, free and focused on our goals.





# PRODUCTS.



Nike Air Zoom Tempo NEXT% Flyknit

RUNNING. GYM & TRAINING. YOGA. CROSS TRAINING. GOLF. TENNIS. BASKETBALL.  
FOOTBALL. SKATEBOARDING. BASEBALL. SURFING. ATHLETICS.



**SHOES**



**JACKETS**



**SWEATSUITS**







Nike Air Max  
Terrascape 90



Nike Air VaporMax  
2021 FK



Nike Air Zoom Tempo  
NEXT% Flyknit



Nike Air Zoom Pegasus  
39 By You



# OUR VOICE.

WE ARE UNITED  
WE ARE STRONG  
WE ARE ATHLETES  
WE ARE LIMITLESS  
WE ARE DETERMINED  
WE ARE INSPIRATION  
WE ARE AMBITIOUS  
WE ARE FEARLESS  
WE ARE BOLD

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WE ARE STRONGER TOGETHER,  
THAN ALONE









**JUST DO IT.**